

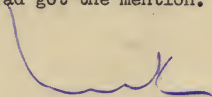
M. S. NOVIK

{,

Graydon:

Maybe you didn't see this....

I thought you'd get a kick out of this.  
I'm glad that Mort Wishengrad got the mention.



July 13, 1953

Enclosure

# RADIO AND TELEVISION

By JOHN CROSBY

## The First Overt Act

The handwriting, I think, is already on the wall. The uprising began, historians will write, when a man first ran amok in a television studio, stabbing a poor innocent cameraman and belting an actor with a bottle.

I imagine every one has wanted to belt an actor from time to time, but stabbing cameramen is very much against the law in this state. You shouldn't stab cameramen even when—as this man claimed—you are driven berserk by television. The corridors of the Columbia Broadcasting System, where this first overt incident occurred, teem with likely candidates for stabbing. In fact, some of the people in the upper echelons over there have been stabbed so often they don't even bleed any more.



John Crosby

But, as I say, you shouldn't stab a cameraman. They're hard-working, homeloving, decent folk. Next man to run amok should stab a vice-president. If no blood runs, he's probably hit an executive vice-president and he can stab away all day without doing any damage. (Just don't go stabbing him in the heart. You'll ruin the knife.)

There have been innumerable instances of people sticking their fists or their feet through the picture tube when conditions got insupportable. (My favorite case is that of the Dodger fan a couple years back who smashed the picture tube of his set when Bobby Thomson of the Giants hit that celebrated home run.) But this, to my knowledge, is the first time anyone has tried to get at the source of the trouble.

He picked "City Hospital," I gather, more or less at random. Still, it was a happy accident. "City Hospital," in case you never saw it, is advanced soap opera full of the most distraught acting you are ever likely to see. If a show had to be knocked off the air for a night, I can think of few programs that would be less missed. There are them as says that assault against any one connected with "City Hospital" is justifiable, but I don't know that

I string along with this theory. Understandable, yes. Justifiable, no.

I don't think we should encourage assault as a solution. There are other easier solutions. One is to turn the darn thing off. Another eminently sane solution was arrived at by a farmer named Langlotz who advertised recently in "The Daily Progress" of Charlottesville, Va.: "Will trade 17 inch CBS 1952 TV set for good young Jersey milk cow."

Happy milking, Langlotz.

"The Independent Mr. Jefferson," the first of a series of educational television shows prepared by the National Association of Educational Broadcasters in association with NBC, was a smooth, honest, unpretentious history lesson which demonstrated that the educators can operate very well in the realm of show business.

It also demonstrated that show business, when it has a mind to, can be as educational as its educators because this particular show was not much different from a lot of other commercial shows which have plowed similar ground. Morton Wishengrad, who may be the outstanding writer of commemorative programs of this nature, turned out a remarkably literate script. Of course, he had a great collaborator in Thomas Jefferson, whose writings he freely borrowed. ("Rebellion to tyrants is obedience to God.") "Only in the grave is there absolute unity.")

The period covered was the seventeen days that Jefferson took to write the Declaration of Independence in Philadelphia. And the facts, I gather, were models of historical research. This presented an awkward dilemma since the Declaration was neither written nor signed nor adopted on July 4. Mr. Wishengrad, I guess, didn't want to kick a national holiday in the teeth and didn't want to promulgate historical inaccuracy so the date was rather hurriedly glossed over.

This was the first of a series to be called "The Jeffersonian Heritage" and, if the rest of them are this good, it'll be well worth watching. William Prince plays Jefferson—very ably, too.

Copyright, 1953, N. Y. Herald Tribune Inc.

John Crosby's column also appears on Sunday in Section 4 of the Herald Tribune.

July 25, 1953

M. S. NOVIK

To: University of Alabama, Extension Division  
Radio & TV Broadcasting Services

From: M.S. Novik

Please note change of address from 630 5th Ave., NYC.  
to

Morris S. Novik  
300 West 23rd St.  
Room 500  
New York 11, N.Y.

M. S. NOVIK

Graydon:

This is the copy of the note which actually went out in answer to the letter of Ethel King, instead of the copy you got dated June 23.

Richard Heffner called me the other ~~day~~ day prior to his leaving town for the summer. Have you had time to look over the material? What do you think are the chances of the program being considered?

June 25, 1953

MSN/g

He came here True



# M. S. NOVIK

630 FIFTH AVENUE • NEW YORK 20, N. Y. • CIRCLE 6-3976

RADIO  
CONSULTANT

June 25, 1953

My dear Miss Kings:

In reference to your inquiry, I don't feel it would be fair for me to recommend one particular recording company, as there are so many in New York.

However, I personally have used the B & C Recording Co. of 15 East 48th Street, N.Y.C., and the Gotham Recording Corp., at 2 West 46th Street, N.Y.C., and know of their good service.

Most recording machines are AC, but it is possible to use DC current by means of a converter.

Sincerely yours,

Miss Ethel M. King  
12 East 86th Street  
New York 28, N.Y.

MSN/gfg

M. S. NOVIK

Garydon:

This is the sort of note that still comes through.

through.

*Anythin new on Red USA*  
*Top Secret - (W)*

June 23, 1953  
MSN/g

C  
O  
P  
Y

12 East 86th Street  
New York 28, New York

June 15, 1953

National Assn. of Educational  
Broadcasters  
M.S. Novik, Exec. Sec.  
630 Fifth Avenue  
New York 20, New York

Dear Mr. Novik:-

I take the liberty of asking if you would kindly tell me where in New York City (Manhattan) I could have good tape recording done? Not music, but readings and speeches.

Also are all tape recording machines AC?

I would be grateful for any attention to this matter.

Sincerely yours,

(Miss) Ethel M. King

# M. S. NOVIK

630 FIFTH AVENUE • NEW YORK 20, N. Y. • CIRCLE 6-3976

RADIO  
CONSULTANT

June 23, 1953

My dear Miss King:

I don't feel that it would be fair for me to recommend one particular recording company. There are so many in New York. However, I personally have used the Gotham Recording Corp., at 2 West 46th Street, New York City, and know of their good service.

Most recording machines are AC, but it is possible to use DC current by means of a converter.

Sincerely yours,

Miss Ethel M. King  
12 East 86th Street  
New York 28, N.Y.

MSN/gfg

cc: G. Ausmus



November 2, 1953

Mr. Morris S. Novik  
National Association of Educational Broadcasters  
630 Fifth Avenue  
New York, New York

Dear Morris:

Sorry you couldn't get to Norman.

As new television stations go on the air, they ask NAEB about labor relations, and union relations. Radio stations also have questions and problems in this area from time to time.

In an effort to find the answers for them, I thought I would drop you a line and see on what sort of consultant basis you might be available, in case we could get funds to add this to the NAEB service to provide such stations in their early stages. Particularly in metropolitan areas, this is a serious matter which I think you are the best person I know to ask about. What is your reaction?

Sincerely,

*Harry J. Skornia*  
Harry J. Skornia  
Executive Director

HJS:sms

cc: NAEB Directors and Officers

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

copy

M. S. NOVIK  
Radio Consultant

300 West 23rd Street. Room 500. New York 11, N.Y. Algonquin 5-4385

November 20th, 1953

Mr. Harry J. Skornia  
Executive Director, NAEB  
University of Illinois  
119 Gregory Hall  
Urbana, Ill.

PERSONAL

Dear Harry:

My main objection which I admit is not a valid one is my unwillingness to start to take money from the NAEB; and if I do, it certainly does not have to be in the \$100 a day class. I have been working on that base level but that doesn't mean that the NAEB should pay that much.

I think I can help in the areas you suggest. I feel confident that I can help work out a fair arrangement with the Labor unions involved.

But here is one thing which you might do immediately. I notice in the St. Louis October 20th letter, reference is made to the fact that Overton had checked into the matter of a national agreement with the Musicians' Union. What has he done? Has he had any direct contact with Petrillo? Unless he has a very close personal relationship, I know that I can present our objectives in a more favorable light. Please understand that I "aint" trying to break down or minimize Mr. Overton.

What has been done with the Engineers. Specifically, St. Louis is IBEW territory\*-- have they contacted the IBEW? There I know I would have more than a sympathetic reception from Mr. Tracy, the president.

How about AFRA?

Actually, it seems that other than the general basic policy, each city has different problems and undoubtedly will require a different approach. In most cases, I would either know the head of the local central body or the State president, or get to them via Mr. Meany who is very much interested in the development of educational radio. You remember he appeared before the FCC at the hearings.

Sincerely yours,

P.S. Have you discussed this whole matter with Dick? Remember, we talked about it at lunch at the UNESCO meeting.

MEMO OF TELEPHONE CONVERSATION WITH MORRIS NOVIK

Tuesday, January 19, 1954

Morrie began by pointing out the four areas with which he is first concerned. They are:

1. Houston. He is going there next Monday to survey and discuss the situation with John Schwarzwalder.
2. Los Angeles. From Houston he is going to Los Angeles to talk with Sener and study the situation there.
3. It is likely that he will also go to San Francisco to talk to Jim Day. In all of these cases, letters have gone to these stations from Steetle on behalf of JCET, which has had the budget and staff to be faster on its feet than the NAEB.
4. St. Louis. This is a strong IBEW area. IATSE is the contesting party, of course.
5. Pittsburgh. Here Morrie knows Bill Wood, and feels that the situation is likely to be solved without too much difficulty.

After checking with Houston and Los Angeles, and possibly San Francisco, Morrie will probably discuss this problem with top IBEW leadership in Miami within the next week or two.

What he is attempting to do is evolve a formula, as was done at WNYC, to recognize and set apart the special status of non-commercial television, just as was done in radio.

Morrie feels that the greatest mistake made to date is failure to include labor representation in the community committees organizing future non-commercial television groups.

He feels that there is a serious RIGHTS problem as we all know. Here, however, I told him that we would have to coordinate our efforts carefully with the Center which has already been negotiating in this area.

Morrie could also handle ASCAP relations, getting the same special status for non-commercial television that has been achieved for non-commercial radio. In this area too, we would want to be sure to coordinate with all interested groups, to be sure that someone else is not also attempting to handle these relations.

He is also willing to handle AFM relations. I felt, in talking with Morrie, he would also be a good man to handle the possibility of securing the sort of blanket arrangement with AFM that MENC now has. This, I can explain more fully, if desired.

One of the great dangers, I feel, is that the Center has hired, to handle its rights and legal problems, a former commercial man (Kenneth L. Yourd). This, plus the knowledge everyone he negotiates with will have, that the Center has Ford money (which means a lot of money) certainly makes the Center a less good negotiator than the NAEB with its more easily recognized poverty. It is therefore not merely a dog in the

wanger attitude on the part of NAEB that should cause us to resist having the Center or JCET or NCET steal the ball in this situation.

Our delay (and inability to get funds for fast action) already has caused most of the contacts in this Union problem to be carried on by JCET, although I believe I was the first one to start working on the solution of the problem, and to contact Morris Novik.



*Raydon Avenue*

"Letter from Novik"

Tuesday  
January 26, 1954

Harry--

Dick called yesterday in Houston. He had some worry about how to handle the IBEW man at his meeting--late yesterday--I think I did give him some help--He will write me at Cuba--I'll be in Miami Beach, Hotel Monte Carlo-Sendy 31 for 6 days and then home--where I will give you full report.

Dick told me he called Bill in Pittsburgh for ideas--he suggested that Bill was meeting with a group of Labor People.

Called him this morning--as an old friend--Pittsburgh was not on list of cities for me to contact. Glad I did anyhow--he has a meeting set for this PM--with IA and AFTRA. Told him how to handle the problem. And lucky for our side I am meeting both Heller (AFTRA) and Walsh (IA) in Miami.

It will help to know that Pittsburgh is IA Town; no IBEW in here--so it will be easier. Had a very fine session with Sener--And Day (S.F.). Sener is by far ahead in his contacts--laid out his whole approach when he meets with them week of Feb. 1. He has friendly relations with IA-NABET-IBEW. His problem will be when he has to formalize his procedure--when he adds staff--and goes on for longer time.

He is completely satisfied that my formula, as explained to you, if I get it accepted, will help him immediately to solve his future needs.

Day, has a good relationship with NABET-IBEW--Both want to keep IA--out--(strange as that may seem). He agrees to formula--and it would solve his present and future needs. I am getting staff breakdown for him.

Houston was a real treat, inspite of all the worries. I got to watch my step. Texans are sensitive etc., etc., and he isn't one of us etc., etc. That's nonsense--he is--alert and willing to take suggestions. And frankly after first half hour he said, "He will be asking me for help--Rather than Vise versa".

His is not an employment problem. There are no Unions in Town except Musicians--And I think I can help. Will talk to Petrillo next week. I urged that he stick closer to NABET. He did attend Oklahoma Meeting. Maybe you saw him in N. Y.. He said he was at Speech Convention.

He is outspoken in his school. Democratic tendencies and respected by School Administration for it. Between us, I will try to help him with Mayor, Roy Hofheinz, and old FM. Ass. Pres -- Hope this will give you some idea of present set up.

Harry, this in confidence. John Schwarzwaldner wants help from Ford--from Centre Set Up. He needs some equipment. It's amazing what he does with his little budget. I only saw it on surface, I confess. He got the green light yesterday for a very good Negro Program--a tie-up with Negro University. He says every one is scared about his sponsor--But that he has not had any suggestion of what to do--or what not to do from that source. He will be keeping in close touch with you.

As Ever,  
/s/ Novik

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO  
CONSULTANT

Feb. 16, 1954

Mr. Graydon Ausmus , Pres. NAEB  
Station WVOA  
University of Alabama  
University, Alabama

My dear Graydon:

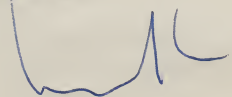
I guess you knew about my assignment to try to <sup>have</sup> get  
straightened out, relations between some of the educa-  
tional TV stations and the various unions they will  
have to deal with. I assume you were at the recent  
NAEB meeting.

The enclosed is a report based upon a study that I  
have made. Of course, it is completely in confidence.  
Ralph thought that I ought to send it on to you. It  
has been sent to Harry, and Ralph agreed that it be  
sent to Day, Senna and Woods.

Since this report has been submitted, I have had a very  
good session with the Director of radio and TV of IBEW  
who has been assigned by the President of the Union to  
try to work these problems out. I have also met with  
the IA representative and I am hopeful that Pittsburgh  
may be straightened out very soon and that it will  
serve as a pattern for others to follow.

It's always good to be in touch with you.

Sincerely,



February 9, 1954

Mr. Ralph Steetle, Executive Director,  
Joint Committee on Educational Television,  
1785 Massachusetts Ave., NW  
Washington, DC

My dear Ralph:

Before I forget any of the highlights I want to get this to you. I will put them down as they came to me without any attempt to polish or worry about terminology. I will try to give you the facts, mention the source, and you, Walter and I can meet and discuss this further. I will send a copy to Skornia and you can decide whether a copy should go to Day, Senner, Woods and Schwartzwalder. I am sure you agree that this ought to be confidential until we decide how to treat the whole subject.

Now here are the facts:

Before I reached Miami, I knew the St. Louis picture from personal contact so that when I reached Phoenix I used that as a base for my discussions with Senner, Day, Schwartzwalder and Woods.

#### Meeting in Miami

Five days was hardly sufficient time. I met with Messrs. Tracy, Walsh and Heller. I had a long conversation with Neal Haggarty, and outstanding labor man of California, who is a member of the San Francisco board and who designated Bassett, Secretary of the Los Angeles Council, to serve as a member of the board.

Mr. Tracy was interested and explained to me the past policies of IBEW—they are strong on local autonomy. The radio and television division have had special conditions. They have never had a policy for educational, non-commercial stations; but he said that he wanted to do all he could to help, and he asked that I see Mr. Hardy, his radio-TV director. Had a long talk with Hardy yesterday and we have agreed to meet in New York or Washington on Wednesday or Thursday.

I met with Dick Walsh, a close friend, who recognizes our problem and the need for special consideration. He was going to do all he could to get word to his people in Pittsburgh to cooperate with us.

I.A. is not involved in San Francisco, but is in Los Angeles; the I.A. man is in charge of film there.

The difficult one will be St. Louis where the IA and IBEW have been battling for years. While I haven't any commitment on St. Louis because I didn't ask for any, he recognizes in the TV field that the IBEW has had supremacy and therefore I am confident that if it comes to a showdown we will receive favorable consideration.



Heller is an old, personal friend and we spent a great deal of time together. I reviewed the Los Angeles and San Francisco situations. His key people are active in both stations. He wanted to be educated on the whole problem because the matter has come up at their boards and they are in the throes of determining a policy. The matter may come up for consideration in the near future. I stressed the need for securing cooperation so that the first voice hired should not be restricted but should be given permission to instruct students, to produce, to direct, etc. etc. I think we can obtain this but there again each local will have to decide. The only area that he was worried about is what would happen if Los Angeles or San Francisco were to use senior high-school or junior college dramatic societies to put on Hamlet or Life with Father, etc. Of course, I advanced all of the WNYC arguments. He admits they are valid but may be in immediate, direct conflict with actors who are seeking employment on commercial stations. I do not think we have to worry about this because the area of conflict will depend to a large degree on the area of close relationship in each community.

I didn't discuss the matter with Petrillo because I can always meet him in New York, and my WNYC pattern I am sure could be extended. In addition, the very friendly relationship in Los Angeles will go a long way to help.

To sum up, I am glad I got into it and it is too bad this was not done six months ago when the immediate problems like St. Louis would not be so urgent. I made it very clear that I wasn't involved in negotiation, that I wasn't setting up contracts for the individual stations but trying to evolve a general policy.

Before I enumerate the highlights of each area, I would like to tell you how encourage I was by Bill Senner's complete grasp of the problem and his relationship with the key community people. Frankly, I don't think anybody knew the extent of his contacts and his relationship with these people.

I don't think I ever met Jim Day before but I couldn't help but be thrilled at his grasp of all of the problems and his concept of the role of the station in the community.

Houston was a revelation. I spent three hours with John, and I saw his set-up. I think I will be able to help him with the Mayor, who is an old friend and the former president of the F.M. Association. He knows the area, he knows where he is going and I think he will educate his superiors to the role of the station. I cannot help but feel that there should be more contact between our key guys and him and his station. Unless I have been taken for a ride, I am convinced that he will not be kicked around, and he will not allow the Station to be used for any personal or sectional advantages.

Bill Woods, of course, is a trained, experienced guy. I got to talk to him only because when Dick called me in Houston about some problem which arose, he told me that he was meeting with the Union people. I called him and made it clear that I was speaking as an old friend and that I hoped to get to Pittsburgh only after I finished the other cities. As it was, I was able to help him with some suggestions for his meeting, and received from him a very good report on his IA negotiation which, by the way, I hope will help Dick in his negotiations.

That's it--and now for the individual cities.



February 9, 1954

Page T H R E E

### Los Angeles

I had a long conversation with Bill. His advisory board of 21 is quite active. They wanted Jim Haggerty, the state secretary to serve, but he designated Bill Bassett. Haggerty is a member of the San Francisco board. Bassett has not been active but I promised to talk to him and discuss the need for his participation. Bill has a good relationship with the key union people. His key staff people are instructors at the University and are, in most cases, members of officers of the unions involved. He has a fine relationship with all of the unions, especially the Musicians. Capt. Hancock has been a member of the Musicians' Union for many, many years. He's contemplating holding a conference with all of the unions involved. He accepted my suggestion that before he does this, he discuss the agenda and problems with his key people.

He has an immediate transmitter problem. At present he operates his transmitter on top of Mt. Wilson on a deal with John Poole. I think I helped him solve his problem in this connection, which will also act as the basis for his IBEW relationship in the future. As a general solution, he would like his union people limited to transmitter, maintenance and control—in that order—and devote full time to the station. He will aim for a student and apprenticeship set-up. He made it very clear that the policy of the station is to be honest and fair to the unions, and to quote him; "We aren't interested in a wild-cat operation, nor will we go in for strike-breaking." At present eight or nine instructors are running his shop. He agrees that he will fill his first announcers's post with an AFRA member. He would like to arrange for that man not to be restricted to announcing but that he be permitted to produce, direct, train apprentices and part-time students, etc. He is most interested in the study course phase.

Bill <sup>Watts</sup> once helped with AFRA, ASCAP AND BMI. He has had some minor difficulties with IBEW but they have all been straightened out. As a non-commercial station he has had ~~some~~ consideration from the Musicians' Union. He is hopeful that we can work out something similar with the other crafts. He was sure that what I was doing on the national level would be of help with the local groups.

### San Francisco

<sup>NABER</sup> I talked to Jim on the phone. In forty minutes I got a fast run-down on his present and future plans. He intends to utilize skilled professional help in his key jobs, both programming and technically. He has a good working relationship with IBEW and ~~labor~~. The four instructors at the John O'Connor trade school of the S.F. public school system are members of the unions. This technical training program is open to technicians with prior experience in electronics. His main studio will be located at the school and both unions have agreed to augment his crew with apprentices from the school. He, of course, agreed with the suggestion that our stations operate on a student-apprenticeship and craftsman base. His problem will be to get the consent of the unions to use John O'Connor school students outside of the building when he has additional studios. Strange as it may seem, in S.F. his dealings have been with IBEW and not with the IA. He has had meetings and is in good standing with the local AFRA people. He, too, is anxious that AFRA permit their people to do more than just announce.

<sup>and NABER</sup> He realizes the danger should he get involved in extended dramatic programs. He has had no contact with the musicians. He would like to work out a program and I think I can help him.

February 9, 1954

Page F O U R

I made it very clear to him that I was not trying to propose a program of operations. He understood and appreciated our efforts. After forty minutes I had a pretty good idea of what he wants and I think he benefitted by some of my ideas and the experiences of some of the others which I recounted to him. This from a note of his wraps up his thinking:

"It might be helpful to know that our program policy is built around the idea of bringing to our audience those kinds of programs that commercial television cannot afford to do because of the limited interest in the program matter. Chamber music is one demonstration of this policy. We plan to do specialized programming for labor unions, bed-ridden students, small businessmen, the foreign born, etc. Our intention is to serve a wide series of selected audiences rather than attempting to compete with commercial television, providing an alternative program service that our audience can dip into as they wish.

"I hope this information will be helpful to you in your talks with the AFL leaders next week. We shall be very interested to hear the results of your talks. As you very well know, so much of our future success hinges upon good relations with these television union. We all wish you the best success."

#### Pittsburgh

Bill Woods is an old friend. I had no intention of getting involved in Pittsburgh. Remember, our understanding was that we do it afterwards but I have described above how this came about.

Strange as it may seem, IA is the master in Pittsburgh. Their attitude towards the station is a very friendly one. There is no problem as to wages because the scale is low--\$87--the people whom he intends to engage are all union. He wants help from AFRA re extension of announcers's duties so that he can serve as a broadcast teacher. He is to meet with the musicians and I promised to give him a memo on the operation in other cities. IA's attitude is wrapped up in an excerpt from a letter which I received from him in Miami:

"The whole attitude of these locals is that we are a training as well as a non-profit broadcasting operation and that they will consider us (except where commercial money is involved) in a special category by which the bare minimum of union people will be hired and students will perform all activities to which they are assigned (1) as a training device and (2) to fill out WQED's broadcasting personnel needs."

#### Houston

This operation is quite different. He has 16 full time people on his staff:  
6 engineers (5 of whom are completely detached from instruction)  
2 production, 2 writers, 1 newsmen, 1 art director and lighting, 1 film & scenery, and 3 teachers.

He is on the air about 40 hours a week and operates on a budget of \$ 90,000. The scale for engineers ranges from \$390 to \$525 per month. They are all under contract to the University and enjoy the benefits provided by the University as to vacation, etc. He has a good working relationship with the American Federation of Musicians, the only union in town.

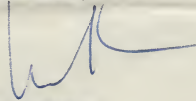
February 9, 1954

Page F I V E

While I was there he received word that the Board of Regents of the University approved his doing a series of shows from Texas Southern University which is the Negro university in that area. His one difficulty is that he has been unable to obtain funds from any major foundations largely because many of them regard KUHT as semi-fascist. This, of course, is not so and they are doing their utmost to counteract this vicious rumor.

As I said, I think you, Walter and I should discuss this matter further.

Sincerely,

A handwritten signature in blue ink, appearing to be 'M.S. Novik', with a stylized, cursive script.

M.S. Novik



C O P Y

M. S. NOVIK  
300 West 23rd Street  
Room 500  
New York 11, New York

Radio  
Consultant

March 22nd, 1954

Mr. Harry J. Skornia  
Executive Director, Natl. Assn. of Educational Broadcasters  
University of Illinois, 119 Gregory Hall  
Urbana, Illinois

My dear Harry:

I will see you in Columbus. By all means, get word out to the directors and anyone else you wish about a meeting while I am there. As a matter of fact, I was going to meet at dinner or lunch with the five fellows whom I have been seeing: Dunn, Saker, Schwarzwaldar, Wood, Goggin, you and Ralph.

I can understand why a lot of the guys would worry -- and frankly, they have reason to worry -- not because of anything which we do but because they are assuming that you can live in the atomic age and deal with the most developed form of communication but be completely isolated from any outside influence. Between us, the reason their worry is exaggerated is (a) the major unions have so many other problems that they are not interested in going after the university educational radio TV station and (b) they are located in areas off the beaten path.

Rest assured that in all my conversations with top level people we never think in terms of a national contract. As a matter of fact, it would louse up everything we are doing because we would have to decide whom to deal with, etc., etc.

Thanks for having my future financial interests in mind. I hope NAEB will raise the additional funds but so far as Novik is concerned, let's cross that bridge when we get to it. Everything I have done so far, I have done because Steetle, Muller and you thought the job ought to be done. Believe it or not, I am much more optimistic about my accomplishments than I was when I started.

Sincerely yours,

/s/ M. S. Novik

Shouldn't we schedule  
him? Perhaps lunch  
the 7th or so

*WAB -  
Management  
Consultant*

April 28, 1954

Mr. Morris S. Novik  
Room 500, 300 W. 23rd Street  
New York 11, New York

Dear Morrie:

Any reaction to my proposed announcement of your availability? Think we should call your service a Management - Labor or Management - Employee relations one, or perhaps Management - Personnel? What is your reaction to this and the earlier stuff sent you? Need to announce soon as possible.

When can you have or call your first meeting (with ETRC, JCET, NCCET, etc.)? Have had one NAEB officer objection to possible dangers of this proposed meeting, for fear it will lift everything out of the local to the national scale. I had only intended to discuss what should be done to prevent the creation of a national problem. How do you react to this?

Regards,

Harry J. Skornia  
Executive Director

HJS:we  
cc: Ausmus ✓  
Schooley  
Dunn  
Hunter  
Griffiths  
Newburn

*MMB  
"Transit"*

TO: Confidential to all NARS Active Members  
FROM: Harry Goodman  
SUBJECT: New Consultation Service Available  
DATE: May 2, 1964

As a result of a need expressed by NARS members and applicants for assistance, the NARS has requested and received from the F&E Fund the a consultation service in management-employee and community relations, on a local basis. The Consultant selected by the NARS Board for this service is Mr. W. S. Nevik, former NARS active member and officer, and former Director of WDC, who has his own Media and Television consultation service in New York. And is experienced in providing public service consultation services in station operations, media relations, and other related areas.

As was true in the case of the grant for the NARS Placement Service, however, this service will be available not only to NARS members but also, on an equal basis, also request, to the AFM, IFT and IUMT. This is part of an overall effort to coordinate the activities of the various organizations and to prevent duplication of the various expenses, services, efforts and services involved. The closest cooperation and coordination will be maintained with these organizations.

This grant, then, locally, and currently increases the availability of this service to members of the NARS Board, all requests will be addressed to the NARS Executive Director who will make regular reports on all use of this service to the NARS Board, and will submit the letters to any members or unions requesting for Mr. Nevik's services, before authorizing him to undertake the assignment or provide the service which is involved in each case.

There is no charge to the users for this consultation service, thanks to the F&E grant. But it is essential that all requests be handled as indicated above, to prevent duplication of the NARS's efforts, at possible waste of his time or the funds generated. No negotiations or a national scale are to be carried on by Mr. Nevik as the service is presently constituted.

Following services by Mr. Nevik to those whom requests for assistance or guidance, through the Executive Director, are fulfilled; the only requirement is that reports be filed by the member concerned, with NARS Headquarters within a period of 30 days of completion of the service; or, in the case of continuing service, at three-month intervals.

Requests are now being received for processing and checking with the NARS as this service gets under way.

A Group of the NARS Board of Directors  
1964  
NARS Headquarters  
Chicago, Illinois

COPY

CHICAGO EDUCATIONAL TELEVISION  
ASSOCIATION

38 South Dearborn Street  
Chicago 3, Ill.

May 24, 1954

Mr. M. S. Novik  
Room No. 500  
300 West 23rd Street  
New York, New York

Dear Mr. Novik:

Here is the background information which we  
promised to send you.

Both Mr. Ryerson and I enjoyed our little  
visit with you and we hope you will keep in  
touch with us.

Sincerely yours,

/s/ Renslow P. Sherer

Renslow P. Sherer  
Vice Chairman  
Campaign Committee

RPS:h

*Novik  
mgt.  
Consultant*



NAEB  
Management  
Consultant  
May 12, 1954

Mr. Morris S. Novik  
300 West 23rd Street  
Room 500  
New York 11, New York

Dear Morris:

This will put into a letter statement, at Graydon's request, his and the NAEB's understanding regarding the conditions of your consultation service.

On the basis of this understanding, this service will be first undertaken on a six-months basis, beginning April 1, renewable for a second six months. These dates are those of the grant itself (April 1, 1954 - March 31, 1955). You will be paid / retained of \$2500.00 per year (I understand this to mean \$1250.00 per six months period) plus \$75.00 per day plus expenses for days worked for the NAEB outside your office. In case of two different days consumed in travel (one going; one returning), one will be chargeable, the other not.

Work done on behalf of the NAEB from your office, under this understanding, the NAEB will pay no charges other than those for actual expenses such as phone, telegraph or mailing costs. Checks will be forwarded to you by F. E. Schooley, NAEB Treasurer, upon receipt of bills forwarded from you through this office.

As you will have noted in earlier correspondence of which I have kept you informed, services are to be performed for NAEB members and others, including the YUSA, MOCES, and NEMA, only after clearance through this office, which means checking by us with the Directors of the organization, or others interested, except in the most routine matters, and that only after routines have been established.

A report from you will be necessary, due September 15, 1954, so that it may be incorporated into the report required of us by the YAE, to reach them not later than October 1. We should also appreciate reports of services performed, on a monthly basis, together with bills.

Your retained fee for the first six months will be forwarded to you September 15, upon receipt of your first report, if this is satisfactory with you. At that time a letter of extension can be issued, if agreeable to both sides of this agreement.

Sincerely,

H. J. Skornia  
Harry J. Skornia  
Executive Director

UJS:cr

cc: NAEB Officers



NAEB HEADQUARTERS  
14 Gregory Hall  
Urbana, Illinois

*"Management  
Consultant"*

CONFIDENTIAL

TO: NAEB Officers

FROM: Harry J. Skornia *H J Sk*

DATE: May 12, 1954

SUBJECTS: Various

The attached letter to Novik speaks for itself. It's as I was requested by Graydon to draw up, but with various generalities reduced to specifics.

I do feel that the fears of one or two people have had so much effect on the situation now, that Novik's value to us is likely to be virtually nil. Herewith quotations from 2 recent notes from Morris:

(1) "My Dear Harry:

You have covered the understanding that you, Graydon and I had - thoroughly and accurately.

As far as I am concerned, it is o.k., and I will await further instructions."

(2) "Having said what I did about your May 4th Memo, I think I ought to tell you in confidence about one set-back that I have had. Due to my desire to live up to the letter and your prohibition about possible National negotiations.

I think I have told you that the top IBEW people of Los Angeles and San Francisco, St. Louis, etc. have been meeting in Washington for the past couple of weeks. Hardy, the top Washington man, arranged for an informal luncheon session to give me a chance to explain the problem of the educational station. I was so anxious to avoid any possible violation of the spirit of the Columbus decision, that I cancelled the session and of course missed the opportunity of having the sympathetic attitude of L.A., San Francisco and Hardy help break down St. Louis which, as you know, is a hard nut to crack."

Unless this is to be reduced to an impossible situation of fearfulness, I think we should best drop it. I therefore hereby request authorization for Morris to engage in informal conversations of the sort mentioned above, which will be to the long-term advantage of all. I think all unions who read and listen now know there is such a thing as educational TV, and the best presentation of our situation would be one presented by us rather than someone else.

The reaction (and in essence vote) of all officers, to Graydon with copy to me (if this is o.k. with him) is urgently needed, as well as your reaction to my May 10 note re meeting. I now believe this meeting should include Schenkkan and Goggin as well as a few Directors at least, so that various sides of the problem can be threshed out. Personally I'm willing to lose a member, if necessary (Schenkkan, you may recall threatened this on behalf of WUNC-TV if we "even talked" to unions) rather than being "babes in the wood" a few years from now. May I hear from you (besides Hull and Dunn who are already firm and clear)!

M. S. NOVIK

June 5, 1954

CONFIDENTIAL TO: Graydon Ausmus  
Harry Skornia

For Your Information

Dear Graydon:

Dear Harry:

I thought you would want to know about this. When I was in Chicago last week I received a call from Mr. Sherer. It seems Judith Waller and Duffy Swartz had told him I was in town. Would I find the time to come to see him and Mr. Ryerson, President of Inland Steel, re Channel 11.

I told them right off the bat that I was committed and wasn't interested in the job. However, it seems they called to discuss with me the community participation and unions. I told them I would be willing to rearrange a Milwaukee trip and come back late Friday afternoon if that was satisfactory. Evidently it didn't scare them because they waited. We had a very good session. They knew a little about NAEB. They were thankful for the suggestions, etc., etc.

They have raised about \$800,000 from top business groups but haven't done anything to get their community funds.

As a "roving ambassador" my report is:  
Visit--satisfactory and pleasant; Results--unknown;  
Accomplishments--I think they know a little bit more of the needs for community participation on the Advisory Committee level.

They asked for suggestions and the few names I could think of evidently hit the spot.

*MRB.*  
*Letter to management consultant*

*W*

Box 2002  
University, Alabama

June 8, 1954

Mr. Morris S. Novik  
300 West 23rd Street  
Room 500  
New York 11, N.Y.

Dear Morrie:

Thanks for your confidential report of June 5 concerning your Chicago visit with Mr. Sherer and Mr. Ryerson.

I am glad you went to Chicago and I am confident you left some good ideas with that group there. If you have an opportunity for further visits with them, for goodness sake, prod the top leaders all you can to get them rolling. That station should be on the air. It is ridiculous for them to hold off another six or eight months waiting to get additional funds. I am concerned that they are going to delay so long that opposition will build up to the point of blocking it entirely. I am immensely disturbed about the Oklahoma situation and the ultimate effect it may have on the national development.

I am also concerned about the rash of editorial and feature article propaganda against educational television which is in evidence clear across the country. The longer the Chicagos, Detroit, and Oklahomas wait to launch their stations, the more time the opposition has to build its case against us.

Keep up the good work and keep me posted.

Sincerely,

Graydon Ausmus  
President

GA:ap

CC: Dr. H.J. Skornia

June 17, 1954

Mr. Morris Novik  
300 West 23rd Street  
New York 11, New York

Dear Morris:

I should have written you earlier this week, but I was up to my knees in various meetings, etc. I am happy to tell you that last Friday night the union O.K.'d the agreement that was drawn up after much negotiating. I am enclosing a copy of it for your information. Our people started to work on the transmitter installation this past Monday, so that is one more problem solved. I wish to thank you for your part in helping us to arrive at this solution. I am sure that your activities from the Washington office and ours from the local scene worked together to settle the matter.

Please let me know what you think of the agreement. I hope that we can see each other again soon and thanks for the luncheon at the NARTB Convention.

Very best regards.

Sincerely,

Richard J. Goggin  
General Manager

RJG:mp  
Enc.

cc: Mr. Harry Skornia  
Mr. Graydon Ausmus ✓

M. S. NOVIK

June 23, 1954

Dear Dick:

It was good to get yours of June 17th. I am glad that the decks have been cleared and that the people are at work on the transmitter installation. The sooner you are able to go on the air, the better.

I hope the community is aware of the week to week progress you are making. I can't help but feel the next six months will be crucial. The pressure for FCC will be great. The high rate of the few stations that have changed hands will make a lot of guys put up a fight for the few remaining channels, and the reserve educational frequencies are the easiest target.

So, lots of luck to you and it was good to have been of some help.

Sincerely,

M. S. Novik

MSN/bmr

Mr. Richard J. Goggin  
General Manager  
Station KETC  
St. Louis 5, Missouri

cc: Mr. G. Ausman  
Mr. H. Skornia





# M. S. NOVIK

500 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO  
CONSULTANT

July 8, 1954

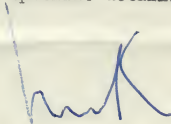
Graydon:

I don't think I asked you to treat the St. Louis wage scale in strictest confidence. I do not think any of the fellows ought to be told what the actual, specific details are.

If you have to report, certainly you are free to tell them this: that I have been able to get the IBEW and the IATSU to recognize the difference between commercial and non-commercial stations and that each city would settle specific details.

MSN:ck

Mr. Graydon Ausmus  
Station WVOA  
University of Alabama  
University, Alabama

A handwritten signature in blue ink, appearing to be 'M. S. Novik', written over a horizontal line.

M. S. NOVIK

August 16, 1954

Mr. Graydon Ausmus  
Station WYMA  
University of Alabama  
University, Alabama

Mr. Harry Skorrda  
HABE, University of Illinois  
119 Gregory Hall  
Urbana, Ill.

Mr. Ralph Steetle  
Joint Committee on Educational Television  
1785 Massachusetts Avenue, NW  
Washington, D. C.

Gentlemen:

I am sure all of you can stand some good news  
so here is a copy of Jim Day's letter.

I would appreciate it if you would treat it in  
confidence. Not that there is anything in it we have  
to worry about or be ashamed of, but because I did not  
tell him that I was sending it on and I don't want to  
waste time checking back with him. Besides, I think  
he is somewhat correct about the woman, but my father  
always warned me about spreading rumors about women.

Sincerely,



MSN:ck

Enclosure



COPY

RECD  
San Francisco

August 6, 1954

Mr. M. S. Novik  
300 W. 23rd St.  
New York 11, NY

Dear Morry:

Thank you for your offer of help. I can't think of any way we have need of your services at the moment but I can't be sure that a need might arise almost momentarily.

Events of the past few months have put us on a fairly firm foundation. Seven leading businessmen have been elected to our Board and have begun to make plans for a corporate fund campaign this Fall. Reaction to our modest program service of films from the Center has been good. I believe we are well established in the minds of our audience - thanks to the popular program, "Shakespeare on TV."

~~XXXX~~ With respect to our relationship with unions, there has been very little activity on this front during the past weeks. The musician's union has indicated their willingness to let us use their musicians at no cost. I doubt that they could be more generous. IBEW is still willing to hold off until we get started with live programming and then look the situation over. Their representative here has been very considerate and I feel certain a mutually agreeable arrangement will be worked out when the time comes. Only AFTRA has presented problems. I feel sure this is due to the fact that there is an overly-zealous woman at the head of the organization. Their own Board is beginning to show signs of bringing about a change in policy. They have talked in terms of a contract that would require "normal membership fees" for all of our talent, including teachers. I have resisted this on the grounds that teachers making occasional appearances on our programs are not earning their living as television artists and are, therefore, not within the jurisdiction of AFTRA. This happened at least three months ago and AFTRA has not been heard from since. I don't think they are convinced but may be confused.

I am enclosing a copy of our annual report which will tell the story of the ~~XXXX~~ past year's activities. We appreciate your interest in us and will do our best to keep you posted on our progress.

Regards,

James Day  
General Manager

*MRS  
Management  
Consultant  
Nov 11/54*

M. S. NOVIK

August 24, 1954

My dear Graydon:

I guess I am the only one who did not know that Dick was quitting St. Louis. I just talked to him on the telephone re the enclosed letter.

I have advised him on AFRA but I ducked out of taking a position on AFM until I could clear with you. Is there any objection to my discussing this matter with Petrillo? I saw him the other day when he was here for last week's meetings. I will be seeing him at the Convention in September.

Please let me know if you think it is O.K. to follow through on it.

A handwritten signature in blue ink, appearing to be 'M. S. Novik', written in a cursive style.

MSN:ck

cc: H. Skornia

Channel 9, Station KETC  
St. Louis 5, Missouri

August 12, 1954

Mr. Morris Novik  
300 W. 23rd  
NY, NY

Dear Morrie:


I am sure that you received a copy of the IBEW contract I sent to you. We did not settle on a specified number of people in each salary bracket, but we do have in the contract, as you know, a sliding ~~XXX~~ salary scale based on experience, and the top salary figure is appreciably below the minimum in town.

We have had no contact with AFRA, and I am not initiating any contacts unless you have any thoughts to the contrary.

How close are you to the AFM situation? Has anything been done about this on an educational television level? I should like to get your thoughts about this.

Sincerely,

Richard J. Goggin  
General Manager



*MRB*  
*Management*  
*Consultation*  
*mmk*  
Box 2002  
University, Ala  
Aug. 27, 1954

Dear Morrie,

I am in receipt of your note of August 24 and a copy of Goggin's letter of August 12 relative to the AFM and Educational Television.

My advice--beyond the usual proceed with caution-- is that you use your own judgement in this regard. Most if not all of us are working in complete harmony with our local Musician's Union in radio and I do not anticipate any problem in TV; however, I believe that you can serve a real purpose by informal conversations with Petrillo on this new development into TV. In the case of educational radio, the word came down from Petrillo to go easy on us; perhaps the same will happen, with your gentle aid, to educational TV.

Regards.

Sincerely,

Graydon.

M. S. NOVIK

September 3, 1954

My dear Graydon:

Trying to make Ann Arbor and Lansing in one day is hard on the old body, but it was more than compensated by the experience of spending time with the group at the workshop. They were hard working and mighty interesting.

Rudy and Ed certainly are doing a top job, and I got that from three different groups.

Congratulations to you for getting Rudy to spend a year at Alabama. Believe it or not, I didn't know that you had moved so far.

Sincerely,

A handwritten signature in blue ink, appearing to be 'M. S. Novik', written in a cursive style.

MSN:ck

cc: Mr. Skornia



M. S. NOVIK

*Management  
Consultant*

September 10, 1954

Graydon:

I meant to get this note off to you sooner.

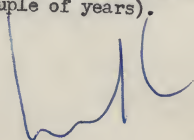
I spent three hours with Ken Yard August 30th and met Bob Hudson and Mr. Woodburn. I now have a better idea of the general problem. The immediate problem is getting AFTRA to recognize the special position of educational, non-commercial TV stations and give them special consideration as IBEW and IATSE are doing with the engineers.

I have told them frankly that I didn't want to get into this until I talked to you two guys and also discussed it informally with George Heller, the head of AFTRA. I made it very clear that I did not want to do anything that would jeopardize NAEB. I have a feeling that because they have Ford support, it makes it harder to get concessions for them than for an individual, non-commercial, educational TV station. I'm not looking for new clients, but I realize the importance of the Center to the development of the existing and future stations. Will you give me your off-the-record guidance? I will be spending a lot of time with Heller in the next three weeks.

If you're near TV Monday, September 20 at 8:00 I suggest you turn on NBC for the Army salute to the entertainers. (Goerge and I have been cooking this one up for over six months and it's something that I have been thinking about for a couple of years).

MSN:ck

cc: Harry Skornia



M. S. NOVIK

September 10, 1954

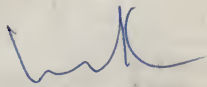
Harry:

Harold Hill some time ago reminded me of the report to the FAE. I hope the enclosed does it.

Please feel free to rewrite it any way you want. If for any reason you feel the rewrite should be on my stationary, send it on to me and I will have my office get it back to you at once.

An area that has as yet been untouched is the establishment of a relationship with the Musicians Union. In the past there were too many black spots in the national music picture in radio. I am hopeful that we can change this and get started with a new policy on the television stations.

I hope to leave for the coast Monday or Tuesday of next week. For your information I will be at the Ambassador.



MSN:ck

cc: Graydon Ausmus

September 10, 1954

Harry: Re the PAE report:

Since the Columbus meeting, I have met personally with or been in touch by telephone or correspondence with San Francisco, Los Angeles, Pittsburgh, St. Louis, and Houston.

It seemed to me that the best way to solve the St. Louis problem was to try to get recognition on a national level by IBEW and IATSE of the special consideration due non-commercial, educational television stations. After many private discussions the national leadership of IBEW and IATSE formally adopted that policy with local contracts to be negotiated on the local level. That it seemed to me accomplished the overall objective we were seeking and gave the protection that some of the local groups wanted.

I finally met with Ken Yard in Ann Arbor. His immediate problems are (1) to get permission from AFTRA to repeat some of the programs on the stations, and (2) to get a substantial reduction in the rates charged for performances. The goal is to get AFTRA on a national level to give special consideration to non-commercial, educational television stations.

The only other craft to be covered would be the musicians. It seems to me that in the coming months we must try to evolve a national policy with the American Federation of Musicians. I am hopeful that they, too, will follow the footsteps of IBEW and IATSE.

cc: Graydon Ausmus



NAEB -  
mgmt  
conduct

AIR MAIL

September 14, 1954

Mr. Morris S. Novik  
Ambassador Hotel  
Los Angeles, California

Dear Morris:

Inasmuch as you request off-the-record guidance in regard to how active you should be on behalf of the ETRC in attempting to secure a special status with AFTRA and the other unions, offhand I would guess that you should provide all advice possible to the ETRC. Anything you can do informally to achieve recognition of the fact that the funds available to the ETRC are only a drop in the bucket as compared to the need, would also seem justified.

Personally, and subject to Graydon's feeling as well, I do not think that you should represent the ETRC formally or be expected to have the full information on their operation that efforts to "represent" them would imply.

As I look back over this, I have a feeling that this is pretty much the way you seem to see the situation. In a way ETRC represents "national" as opposed to the NAEB "local" on the labor scene as well, however. And as such, the two are obviously not entirely separable. Does this do it?

Best regards.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:wo

CC: Ausmus

Box 2002  
University, Alabama

September 20, 1954

Mr. Morris S. Novik  
300 West 23rd Street  
Room 500  
New York 11, N.Y.

Dear Morrie:

Thank you for your note concerning Ted Allegritti. You are correct in saying that I am always looking for people.

At the moment I have nothing available so I am forwarding your note to the NAEB Placement Office in Urbana and will suggest that they contact him.

My warmest regards.

Sincerely yours,

Graydon Ausmus  
President

GA:ap

**TWA**  
TRANS WORLD AIRLINES

*in flight*



Friday  
[n.d.]

Graydon,

Remember last year we  
talked about a Richard Jeffers, historian  
and instructor at New School -

Believe it or not last night I saw  
a review, ~~etc~~ of a program of his on  
WHCA. He is supposed to be a very  
fine student and popularizer of US  
History. (Review in current Society).

Anyhow it's always good to drop you  
a note — As Ever

Mark